

WHAT IS CLAIMED IS:

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1. A method of displaying a web page to a user, comprising the steps of:
providing a triggering device having a unique code stored therein;
extracting the unique code from the triggering device with an activation system, the activation system disposed on a network;
retrieving location information associated with the unique code from a database, the location information corresponding to a location of the web page on a remote location disposed on the network;
in response to retrieving the location information, connecting the activation system to the remote location; and
presenting the web page corresponding to the location information of the remote location to the user via the activation system.
 2. The method of Claim 1, wherein the triggering device in the step of providing is a portable wireless passive transponder.
 3. The method of Claim 2, wherein the passive transponder has the unique code stored therein in a non-volatile memory.
 4. The method of Claim 1, wherein the unique code in the step of providing is uniquely associated with the web page.
 5. The method of Claim 1, wherein the triggering device further includes a unique transponder identification code stored therein, the unique transponder identification code being exclusively associated with that triggering device.

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13. The method of Claim 1, wherein the activation system in the step of extracting further includes a unique interface identification code associated with the activation system.

14. The method of Claim 13, wherein the step of retrieving location information further comprises the step of appending the unique interface identification code to the unique code and transmitting it to the database.

15. The method of Claim 14, wherein the step of retrieving location information further comprises the step of matching the unique code and the unique interface identification code with the location information of the database.

16. The method of Claim 1, wherein the step of connecting is performed using a browser program.

17. The method of Claim 1, wherein the steps of retrieving, connecting and displaying are performed automatically in response to the step of extracting.

18. The method of Claim 1, wherein the step of presenting comprises displaying the web page to the user via a display operatively connected to the activation system.

19. An apparatus for displaying a web page to a user, comprising:
a triggering device of a user having a unique code stored therein; and
an activation system disposed on a network for extracting said unique
code from said triggering device;

wherein location information associated with said unique code is retrieved from a database, said location information corresponding to a location of the web page on a remote location disposed on said network;

wherein in response to said location information being retrieved from said database, said activation system is connected to said remote location;

wherein the corresponding web page of said remote location is presented to the user via said activation system.

20. The apparatus of Claim 19, wherein said triggering device is a portable wireless passive transponder.

21. The apparatus of Claim 20, wherein said passive transponder has said unique code stored therein in a non-volatile memory.

22. The apparatus of Claim 19, wherein said unique code is uniquely associated with the web page.

23. The apparatus of Claim 19, wherein said triggering device further includes a unique transponder identification code stored therein, said unique transponder identification code being exclusively associated with said triggering device.

24. The apparatus of Claim 19, wherein said activation system comprises a transmitter and a receiver each operatively connected to a computer, said transmitter for

activating said triggering device with an activating signal, and said receiver for receiving a triggering signal having said unique code contained therein.

25. The apparatus of Claim 24, wherein said activation system is further adapted for receiving a unique transponder identification code from said triggering device.

26. The apparatus of Claim 19, wherein said unique code is matched with said location information of said database.

27. The apparatus of Claim 26, wherein a unique transponder identification code is also matched with said location information of said database.

28. The apparatus of Claim 26, wherein said database is local to said activation system.

29. The apparatus of Claim 26, wherein said database is located at an intermediary location on said network.

30. The apparatus of Claim 29, wherein routing information is appended to said unique code, said routing information defining the location of said intermediary location on said network such that said unique code is transmitted to said intermediary location in accordance with said appended routing information.

31. The apparatus of Claim 19, wherein said activation system further includes a unique interface identification code associated with said activation system.

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33. The apparatus of Claim 19, wherein said activation is connected to said remote location using a browser program.

34. The apparatus of Claim 19, wherein the web page is automatically displayed to the user in response to said activation system activating said triggering device.

Atty. Dkt. No.: PHL-25,356